

REMARKS

Presently, claims 133-151 are pending in the application.

The Examiner has required a restriction between the claims of Group I (claims 133-139) drawn to applying pre-defined heuristic rules to determine inferred market characteristics and determining applicability of advertisements by correlating the inferred market characteristics with a target market characteristic; the claims of Group II (claims 140-145) drawn to selecting pre-defined heuristic rules based on target market and determining the applicability of advertisements by applying the heuristic rules to the consumer transaction and demographic records; and the claims of Group III (claims 146-151) drawn to determining target market characteristics using pre-defined heuristic rules and determining the applicability of advertisement by correlating the target market characteristics with characteristics of the consumer. The Examiner contends that that the groups are distinct and independent from each other.

ELECTION

Applicants hereby elect Group 1 (claims 133-139) for initial prosecution in this application.

Examination and an early Notice of Allowance of at least claims 133-139 are respectfully requested.

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